YukonCollege

COURSE OUTLINE

MMC 125

GRAPHIC DESIGN

45 **HOURS**
3 **CREDITS**

PREPARED BY: Jon Gelinas, Instructor   DATE: August 1, 2019
APPROVED BY: Name, Title   DATE: Click or tap to enter a date

APPROVED BY ACADEMIC COUNCIL:

RENEWED BY ACADEMIC COUNCIL:

The Course Outline Template is approved by the Academic Council on June 20, 2018

GRAPHIC DESIGN

INSTRUCTOR: Jon Gelinas

OFFICE HOURS: Mon., Thurs.10:00 a.m. – 12:00 p.m. or by appointment

OFFICE LOCATION: T1026-D (Next to Multimedia Lab)   **CLASSROOM:** T1030A

E-MAIL: jgelinas@yukoncollege.yk.ca   **TELEPHONE:** 867.668.8766

TIME: 1:00 – 4:00 p.m.

DATES: Mondays, September 9 – December 2, 2019

> No class on October 14 for Thanksgiving holiday
> Make up class for Thanksgiving holiday on Wednesday, October 16.
>
> No class on November 11 for Remembrance Day holiday
> Make up class for Remembrance Day holiday on Thursday, November 14.

COURSE DESCRIPTION
This course will provide a foundation in graphic design upon which to build critical skills for communicating ideas visually. Students will explore historical, cultural and modern contexts for design. The importance of typography, imagery, colour and the elements and principles of design are also covered. Students will use both traditional materials and computer applications to produce their work.

PREREQUISITES
None.

EQUIVALENCY/TRANSFERABILITY
AU CMNS 2xx (3)
NIC YUKO MMC 125 (3) & YUKO MMC 123 (3) & YUKO MMC 113 (3) = NIC IMG 102 (3)
SFU IAT 102 (3)   TRU-OL VISA 1xx1 (3)   UVIC ART 100 lev (1.5)

LEARNING OUTCOMES
Upon successful completion of the course, students will be able to:

- evaluate historical and cultural design criteria
- demonstrate the ability to communicate ideas clearly in various mediums
- understand the importance of typography in modern graphic design
- recognize principles of graphic design
- incorporate elements of design appropriately for a given medium
- utilize colour theory effectively for print and web
- understand First Nation cultural copyright concerns

DELIVERY METHODS/FORMAT

Conventional lecture and demonstration methods are used to present the theory portion of the course. Application and demonstration of the theoretical principals are complimented and reinforced through presentations, guest speakers, experiential learning, online projects and assignments.

COURSE REQUIREMENTS

It is not required that you own a computer, however acquiring the appropriate hardware and course software are suggested for optimal learning. Students should purchase a USB flash drive or external hard drive to backup and transfer files to and from home or be prepared to utilize cloud storage options.

Access to a camera and/or original, digital photographic images will be crucial in completing assignments in this course. Cameras on mobile phones are an acceptable option. If you do not have a camera, there are some available to borrow through the Multimedia Communication program or the Learning Commons.

Students should be comfortable working on a computer as the majority of assignments will be created and delivered digitally.

ASSESSMENTS

Attendance and Participation

Regular attendance and participation are expected. The class often involves discussion and in-class projects to demonstrate and reinforce the concepts covered. The learning in these exercises cannot be duplicated and missing classes will be reflected in your participation grade.

If you must miss class, please inform the instructor ahead of time, if at all possible. It is the student's responsibility to take notes, to obtain missed assignments,

announcements or material handouts for any class they have missed.

Missed deadlines and presentations will need to be granted an extension or rescheduled at least 1 week prior to the date.

Student are expected to review topics, readings and videos prior to class as outlined in the syllabus.

Assignments
Students are given assignments after several classes to demonstrate their understanding of material covered during formal delivery. Assignment are delivered through online platforms and are often supported by presentations, discussions and critiques. The assignment schedule will be available through the course page once classes begin.

Final Project
In the final project, students will deliver a complete visual branding or design solution demonstrating their understanding of the topics covered through-out the semester. This presentation will use the Pecha Kucha format and students will be expected to support their design decisions based on a strong rationale that aligns with the goals of their design brief.

Participation	10%
Assignments and Quizzes	60%
Final Project	30%

REQUIRED TEXTBOOKS/MATERIALS:
No textbooks are required for this course.
Topic areas will be supported and expanded upon using online and open educational resources. Students will be expected to access and complete readings online.

ACADEMIC AND STUDENT CONDUCT

Information on academic standing and student rights and responsibilities can be found in the current Academic Regulations that are posted on the Student Services/ Admissions & Registration web page.

PLAGIARISM

Plagiarism is a serious academic offence. Plagiarism occurs when a student submits

work for credit that includes the words, ideas, or data of others, without citing the source from which the material is taken. Plagiarism can be the deliberate use of a whole piece of work, but more frequently it occurs when students fail to acknowledge and document sources from which they have taken material according to an accepted manuscript style (e.g., APA, CSE, MLA, etc.). Students may use sources which are public domain or licensed under Creative Commons; however, academic documentation standards must still be followed. Except with explicit permission of the instructor, resubmitting work which has previously received credit is also considered plagiarism. Students who plagiarize material for assignments will receive a mark of zero (F) on the assignment and may fail the course. Plagiarism may also result in dismissal from a program of study or the College.

YUKON FIRST NATIONS CORE COMPETENCY

Yukon College recognizes that a greater understanding and awareness of Yukon First Nations history, culture and journey towards self-determination will help to build positive relationships among all Yukon citizens. As a result, to graduate from ANY Yukon College program, you will be required to achieve core competency in knowledge of Yukon First Nations. For details, please see www.yukoncollege.yk.ca/yfnccr.

ACADEMIC ACCOMMODATION

Reasonable accommodations are available for students requiring an academic accommodation to fully participate in this class. These accommodations are available for students with a documented disability, chronic condition or any other grounds specified in section 8.0 of the Yukon College Academic Regulations (available on the Yukon College website). It is the student's responsibility to seek these accommodations. If a student requires an academic accommodation, he/she should contact the Learning Assistance Centre (LAC): lac@yukoncollege.yk.ca.

TOPIC OUTLINE
Please see your course page on YukonCollege.me (moodle site) for full breakdown of topics covered and assignment dates.

This tentative schedule is subject to change.

CLASS	DATE	TOPIC
1	Sept. 9	Course Overview
		What is Graphic Design?
2	Sept. 16	History of Graphic Design

3	Sept. 23	The Elements and Principals of Form
4	Sept. 30	Generating Ideas & Developing Ideas into Concepts
5	Oct. 7	Researching a Design Project
	Oct. 14	NO CLASS
6	Oct. 16	Intro Typography 1
	Wednesday make-up class for Thanksgiving Holiday	
7	Oct. 21	Design Brief - PRESENTATIONS
		MID POINT
8	Oct. 28	Using Type
		Proportion Systems - Grids & Alignment
9	Nov. 4	Logos / Branding
	Nov. 11	NO CLASS
10	Nov. 14	Design Ethics & Cultural Copyright
	Thursday make-up class for Remembrance Day Holiday	Web Design & UX & Motion Design
11	Nov. 18	Print Production Techniques
12	Nov. 25	Review and Future Directions
13	Dec. 2	FINAL PRESENTATIONS